

**DEVELOPING A
CREATIVE AND
INNOVATIVE
INTEGRATED
MARKETING
COMMUNICATION
PLAN**

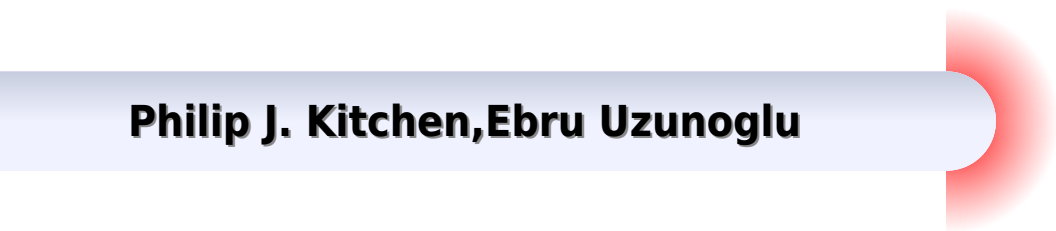
A Working Model



JAMES R. OGDEN

Developing A Creative And Innovative Integrated Marketing Communication Plan

Philip J. Kitchen, Ebru Uzunoglu



Developing A Creative And Innovative Integrated Marketing Communication Plan:

Developing a Creative and Innovative Integrated Marketing Communications Plan James R. Ogden, 1998 Written from a managerial point of view this book covers all major areas and increases students ability to learn the material through an in depth flow chart or how to diagram **Integrated Marketing Communication** Robyn Blakeman, 2014-07-10 Now in its second edition this comprehensive text offers a classroom tested step by step approach to the creative processes and strategies for effective IMC It also details changes in traditional advertising and marketing principles Blakeman covers key areas from marketing plans branding positioning and creative briefs to copywriting design and considerations for each major media format Throughout she explores visual and verbal tactics along with the use of business theory and practices and how these affect the development of the creative message This user friendly introduction walks students through the varied strands of IMC including advertising PR direct marketing and sales promotion in a concise and logical fashion Several new chapters address the latest additions to the mix Internet social mobile and alternative media plus guerrilla marketing The text builds students skills in developing a creative idea employing the correct message and placing it appropriately and will continue to serve as a handy reference to using the most effective communications approaches throughout their careers

Handbook of Research on International Advertising Shintaro Okazaki, 2012-01-01 Almost 50 of the leading researchers teachers and thought leaders have come together to brilliantly cover the complex and evolving field of international advertising research From culture to methodologies to the newest in digital approaches international advertising research has never gotten as complete coverage as found in this one volume Don E Schultz Northwestern University US An excellent book for international marketing scholars and advertising executives that focuses on the complexity of making advertising decisions in a global world The contributors identify how international advertising perspectives are being transformed by such changes as the emergence of social media rise of BRIC countries and increasing concern for localization of advertising Confident in predictions and bold in recommendations this book is written with ambition scope and verve that sets it apart from the usual advertising books Subhash C Jain University of Connecticut US The Handbook of Research on International Advertising presents the latest thinking experiences and results in a wide variety of areas in international advertising It incorporates those visions and insights into areas that have seldom been touched in prior international advertising research such as research in digital media retrospective research cultural psychology and innovative methodologies Forming a major reference tool the Handbook provides comprehensive coverage of the area including entries on theoretical advances in international advertising research culture and its impact on advertising effectiveness online media strategy in global advertising methodological issues in international advertising effectiveness of specific creative techniques global advertising agencies international perspectives of corporate reputation transnational trust global consumer cultural positioning and performance of integrated marketing communications among others Researchers

students and practitioners in the fields of marketing advertising communication and media management will find this important and stimulating resource invaluable *Integrated Communications in the Postmodern Era* Philip J. Kitchen, Ebru Uzunoglu, 2014-12-02 This book is for readers who wish to develop their knowledge insight skills and facility into integrated communications within the post modern era a topic of relevance everywhere but particularly apposite as the original conference was hosted in Turkey a rapidly developing nation and one enjoying significant growth in the global

Advertising Campaign Design: Just the Essentials Robyn Blakeman, 2011 Integrated Business Communication Bonnye E. Stuart, Marilyn S. Sarow, Laurence Stuart, 2007-04-23 This book applies communication concepts and issues from various fields such as marketing public relations management and organizational communication and packages them into a dynamic new approach Integrated Communication It is designed to give business students a basic knowledge and broad overview of communication practices in the workplace Ultimately the book should be seen as a practical guide to help students understand that communication is key to decision making and fundamental to success in a global marketplace The book uses an interdisciplinary approach to its discussion of integrated communication by incorporating theory application and case studies to demonstrate various concepts Theory is introduced when necessary to the understanding of the practical application of the various concepts Integrated Business Communication is broad enough in scope and method to be used as a core text in business communication Case studies are an integral part of the material **The Marketing Toolkit for**

Growing Businesses Jay B. Lipe, 2002 This book is a straight talking guide that walks you through the essentials of small business marketing From marketing plans to targeting from copywriting to branding and from metrics to search engine positioning the most essential tools for small business marketing are covered After reading the book you will develop into a more confident marketer able to take your company to the next level Integrated Marketing Communication Jerry Kliatchko, 2019-10-29 This volume represents a valuable resource for students academics teachers and researchers and practitioners in the field of integrated marketing communication IMC It provides a foundation detailing the principles tenets and practices of IMC before presenting a step by step process of preparing and executing the process for any given brand

Strategic Uses of Alternative Media Robyn Blakemen, 2014-12-18 Designed for students and practitioners in the fields of organizational behavior and human resource training and development this book examines improving organizational communication Terrence Gargiulo shows how the use of storytelling is the key to effective communication and learning

Sustainability in Tourism and Regional Development Boštjan Brumen, Mitja Gorenak, Marjetka Rangus, 2017-05-11 The economic and sociocultural significance of tourism today cannot be overstated With the rapid growth of travel and tourism more and more research is being undertaken in this field with particular attention paid to the concept of sustainability This book broadens the reach of such studies by providing comprehensive and rigorous examinations of many issues and concepts related to sustainable tourism with particular attention paid to Slovenia It considers the area broadly

and presents in depth discussions on many relevant and important tourism issues covering topics from the sustainable use of cultural heritage in tourism and the development of sustainable jobs and professionalism in the tourism sector to the aspects of systemic management and logistic planning for tourist destinations as well as the contributions that local governments make towards sustainable development and use of local resources The collection provides a unique and balanced view of both theoretical issues and practical cases and is a valuable reading for students researchers and professionals in the field of tourism and sustainability

Reviewing **Developing A Creative And Innovative Integrated Marketing Communication Plan**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is truly astonishing. Within the pages of "**Developing A Creative And Innovative Integrated Marketing Communication Plan**," an enthralling opus penned by a highly acclaimed wordsmith, readers set about an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve into the book's central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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